

EXHIBIT 13

PUBLIC

IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF VIRGINIA
ALEXANDRIA DIVISION

UNITED STATES OF AMERICA,)
et al.,)
)
Plaintiffs,) Case No.
) 1:23-cv-
vs.) 000108-LMB-
) JFA
GOOGLE LLC,)
)
Defendant.)

Wednesday, September 6, 2023
9:59 a.m.

Remote Zoom Videotaped Deposition of
KRISTY KOZLOWSKI, held before Stacey L.
Daywalt, a Court Reporter and Notary Public of
the District of Columbia.

Job No. CS6078882

<p style="text-align: right;">Page 2</p> <p>1 A P P E A R A N C E S:</p> <p>2 (All appearances via remote Zoom)</p> <p>3</p> <p>4 Attorneys for United States:</p> <p>5 DEPARTMENT OF JUSTICE ANTITRUST DIVISION</p> <p>6 BY: DAVID GEIGER, ESQ.</p> <p>7 MATTHEW GOLD, ESQ.</p> <p>8 ELIZABETH ARAMAYO, ESQ.</p> <p>9 JEFF QUI, ESQ.</p> <p>10 5th Street NW, Suite 7100</p> <p>11 Washington, DC 20530</p> <p>12 david.geiger@usdoj.gov</p> <p>13 matthew.gold@usdoj.gov</p> <p>14 elizabeth.aramayo@usdoj.gov</p> <p>15 yinjiaqiu@usdoj.gov</p> <p>16</p> <p>17 Attorneys for Comcast and The Witness:</p> <p>18 DAVIS POLK & WARDWELL LLP</p> <p>19 BY: CHRISTOPHER LYNCH, ESQ.</p> <p>20 MICHAEL KUCHARSKI, ESQ.</p> <p>21 450 Lexington Avenue</p> <p>22 New York, New York 10017</p> <p>23 (212) 450-4034</p> <p>24 christopher.lynch@davispolk.com</p> <p>25 michael.kucharski@davispolk.com</p>	<p style="text-align: right;">Page 4</p> <p>1 -----I N D E X-----</p> <p>2</p> <p>3 WITNESS EXAMINATION BY PAGE</p> <p>4 KRISTY KOZLOWSKI BY MS. DEARBORN 7</p> <p>5 BY MR. GEIGER 156</p> <p>6 BY MS. DEARBORN 235</p> <p>7 -----EXHIBITS-----</p> <p>8 EXHIBITS PAGE LINE</p> <p>9 Exhibit 1</p> <p>10 Comcast's Responses and Objections</p> <p>11 to Google's Rule 30(b)(6)</p> <p>12 Deposition Notice 13 19</p> <p>13</p> <p>14 Exhibit 2</p> <p>15 E-mail dated 5/16/18</p> <p>16 COM-00062160-61 30 3</p> <p>17</p> <p>18 Exhibit 3</p> <p>19 Competition in Television and</p> <p>20 Digital Advertising, May 2-3, 2019 51 8</p> <p>21</p> <p>22 Exhibit 4</p> <p>23 Q2 2023 HQ Product Diff Tactical</p> <p>24 Review dated 2/2/23</p> <p>25 COM-00000104-232 69 2</p> <p>Exhibit 5</p> <p>CB NED Q1 2023 Performance QBR,</p> <p>May 2023</p> <p>COM-00000415-435 101 9</p> <p>Exhibit 6</p> <p>E-mail dated 9/20/18</p> <p>COM-00035829 111 20</p> <p>Exhibit 7</p> <p>Comcast 2017 JBP Update</p> <p>COM-00035830-858 112 1</p>
<p style="text-align: right;">Page 3</p> <p>1 A P P E A R A N C E S (CONTINUED):</p> <p>2</p> <p>3 Attorneys for Defendant Google LLC:</p> <p>4 PAUL WEISS RIFKIND WHARTON & GARRISON</p> <p>5 BY: MEREDITH R. DEARBORN, ESQ.</p> <p>6 CARTER GREENBAUM, ESQ.</p> <p>7 535 Mission Street, 24th Floor</p> <p>8 San Francisco, California 94105</p> <p>9 (650) 208-22788</p> <p>10 mdearborn@paulweiss.com</p> <p>11 cgreenbaum@paulweiss.com</p> <p>12</p> <p>13</p> <p>14</p> <p>15</p> <p>16</p> <p>17</p> <p>18</p> <p>19</p> <p>20</p> <p>21 ALSO PRESENT:</p> <p>22</p> <p>23 CHARLES SHIOLENO, ESQ., Comcast</p> <p>24 JULIA PUDLIN, ESQ., Comcast</p> <p>25 CHRIS MCWILLIAMS, Videographer</p>	<p style="text-align: right;">Page 5</p> <p>1 EXHIBITS (CONTINUED) PAGE</p> <p>2 Exhibit 8</p> <p>3 CTV Programmatic Head-to-Head</p> <p>4 Test, Google vs. The Trade Desk,</p> <p>5 January 2023</p> <p>6 COM-00001141-1153 116 25</p> <p>7 Exhibit 9</p> <p>8 Comcast About Google Marketing</p> <p>9 Platform, February 26, 2020</p> <p>10 COM-00059612-669 126 18</p> <p>11</p> <p>12 Exhibit 10</p> <p>13 cookie-less Future Preparation,</p> <p>14 Comcast Divisional Overview, June</p> <p>15 22, 2021</p> <p>16 COM-00000236-269 144 4</p> <p>17</p> <p>18 Exhibit 11</p> <p>19 E-mail chain dated 9/17/19</p> <p>20 COM-00136496-499 149 6</p> <p>21</p> <p>22 Exhibit 12</p> <p>23 Exhibit 11 remarked</p> <p>24 COM-00136496-499 152 25</p> <p>25</p> <p>Exhibit 13</p> <p>E-mail with attachment dated</p> <p>3/15/20</p> <p>COM-00297094-104 202 6</p> <p>Exhibit 14</p> <p>2019 Joint Business Plan,</p> <p>May 10, 2019</p> <p>COM-00059523-537 215 7</p>

<p style="text-align: right;">Page 18</p> <p>1 Q. And any other phone calls or</p> <p>2 meetings with DOJ that you can remember?</p> <p>3 A. In total, I believe we've had two</p> <p>4 over the course of the past two-plus years.</p> <p>5 Q. When was the second meeting?</p> <p>6 A. That was the one just over a year</p> <p>7 ago.</p> <p>8 Q. Okay. And so there was one before</p> <p>9 then?</p> <p>10 A. Yeah.</p> <p>11 Q. Can you -- who did you meet with</p> <p>12 in -- with the DOJ on that occasion?</p> <p>13 A. Mr. Geiger.</p> <p>14 Q. And what was the topic of that</p> <p>15 meeting?</p> <p>16 A. The same topic.</p> <p>17 Q. Okay. And when was that meeting?</p> <p>18 A. Two years ago.</p> <p>19 Q. Now, you mentioned that you had a</p> <p>20 conversation about how we approach the</p> <p>21 programmatic space more holistically.</p> <p>22 Can you please describe what you</p> <p>23 mean by that.</p> <p>24 A. Yes.</p> <p>25 The programmatic space is obviously</p>	<p style="text-align: right;">Page 20</p> <p>1 Q. And you understand that you are</p> <p>2 testifying pursuant to a subpoena issued by</p> <p>3 Google in this case. Correct?</p> <p>4 A. Yes.</p> <p>5 Q. And did you review any documents in</p> <p>6 preparation for your deposition today?</p> <p>7 A. I've reviewed documents with counsel</p> <p>8 related to the topics at hand, the one that is</p> <p>9 up in the exhibit share right now, as well as</p> <p>10 the subpoena and details around the subpoena.</p> <p>11 Q. Any other documents that you</p> <p>12 reviewed in preparation for your testimony</p> <p>13 today?</p> <p>14 A. Nothing that we reviewed</p> <p>15 necessarily.</p> <p>16 There were documents that we've</p> <p>17 provided along the way, but did not review them</p> <p>18 again.</p> <p>19 Q. Okay. Why don't you describe your</p> <p>20 role at Comcast for me.</p> <p>21 A. I'm the senior vice president of</p> <p>22 media, strategy and planning. What that</p> <p>23 entails or encompasses from a responsibility</p> <p>24 standpoint is sort of twofold.</p> <p>25 I think the first thing to kind of</p>
<p style="text-align: right;">Page 19</p> <p>1 made up of various different partners and</p> <p>2 platforms. Google is not the only partner that</p> <p>3 we invest with.</p> <p>4 And so when I say "holistically," I</p> <p>5 mean inclusive of all partners and platforms</p> <p>6 that we may leverage as part of our ad</p> <p>7 campaigns.</p> <p>8 Q. What other partners does Comcast</p> <p>9 invest with across its programmatic ad</p> <p>10 campaigns?</p> <p>11 A. We currently invest with four</p> <p>12 different DSPs programmatically, Google, DV360,</p> <p>13 The Trade Desk, Amazon and Yahoo.</p> <p>14 Q. Thank you. We'll return to these</p> <p>15 conversations, I'm sure.</p> <p>16 Other than those two meetings with</p> <p>17 DOJ, did you meet with anyone from DOJ in</p> <p>18 preparation for your deposition here today?</p> <p>19 A. No, I did not.</p> <p>20 Q. And have you met with anyone from</p> <p>21 Google in preparation for your deposition here</p> <p>22 today?</p> <p>23 A. No, I have not.</p> <p>24 Q. You and I have never met. Right?</p> <p>25 A. We have not.</p>	<p style="text-align: right;">Page 21</p> <p>1 share is that our organization is a little</p> <p>2 decentralized in that we do have media teams</p> <p>3 that sit across both headquarters and</p> <p>4 divisions.</p> <p>5 My role here is responsible for the</p> <p>6 planning, buying and execution of all</p> <p>7 headquarters media, which is -- primarily</p> <p>8 focuses on brand and other key campaigns.</p> <p>9 Additionally though my team also</p> <p>10 sits as a centralized function whereby we are</p> <p>11 responsible for building the overall media</p> <p>12 capabilities and technologies in which we will</p> <p>13 invest in for the total organization for the</p> <p>14 planning and buying of media.</p> <p>15 That also includes the oversight of</p> <p>16 our in-house programmatic team that trades on</p> <p>17 behalf of all of XFINITY, Comcast Business and</p> <p>18 corporate reputation, both headquarters and</p> <p>19 divisions.</p> <p>20 Q. When you said "in-house programmatic</p> <p>21 team," what do you mean?</p> <p>22 A. We have a team of traders that sit</p> <p>23 at Comcast as Comcast employees whereby we are</p> <p>24 in the platforms trading and bidding and</p> <p>25 managing buys directly in the DSPs versus using</p>

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<p style="text-align: right;">Page 22</p> <p>1 an agency of record to manage our programmatic 2 inventory on our behalf. 3 Q. And I have been in this case long 4 enough to know that there are many acronyms. 5 What is a DSP? 6 A. A demand side platform, the 7 technology in which buyers use -- 8 Q. I'm sorry. I interrupted you. 9 Please, describe what a DSP does. 10 A. Oh, demand side platform, the 11 technologies in which buying teams use to trade 12 programmatic inventory across various different 13 supplies. 14 Q. Okay. So in the nature of also -- 15 of definitions, you're here to testify in a 16 number of different topics concerning Comcast's 17 purchase of advertising inventory. 18 Can you describe what advertising 19 inventory is. 20 A. Yes. 21 Advertising inventory is essentially 22 the buying of media space, whether it be in 23 television, print, radio, digital, out of home, 24 et cetera. 25 It's essentially the opportunity for</p>	<p style="text-align: right;">Page 24</p> <p>1 Q. Can you describe that a bit more. 2 A. So if you're walking in the mall and 3 you see a kiosk, it could be -- that is 4 considered a digital out of home placement 5 versus a traditional standard billboard driving 6 down I-95 that you might see, or there's 7 digital boards on highways as well. 8 If there is -- if it's not static 9 and there is some sort of rotation, it's 10 usually digitally served through an ad server 11 program. 12 Q. All right. And you mentioned 13 social. 14 What advertising on social media 15 does Comcast purchase? 16 A. We do quite a few different 17 executions on social. 18 We will buy social video more for 19 reach purposes. We will buy reservation type 20 of sponsorships and executions with 21 influencers. 22 Sometimes we will integrate into 23 unique custom content that different social 24 platforms may be putting out there or create 25 custom programs.</p>
<p style="text-align: right;">Page 23</p> <p>1 us to put our ad in an environment in which a 2 customer or consumer is engaging with that 3 media. 4 Q. And you anticipated my next 5 question, which is: What sorts of advertising 6 inventory does Comcast buy? 7 A. We buy media across all channels, 8 inclusive of television, radio, print, out of 9 home, direct mail, digital, et cetera. 10 Q. When you say "digital," what does 11 digital include? 12 A. Digital includes social, 13 programmatic, direct buying, online audio. 14 So there's various different ways in 15 which we can tactically plan digital dollars. 16 Q. You said digital includes social, 17 programmatic, direct buying and online audio. 18 Did I get that? 19 A. Yes. 20 Q. Is there anything else that digital 21 includes? 22 A. Digital out of home. 23 Q. What's that? 24 A. It is out of home placements that 25 are digitally served.</p>	<p style="text-align: right;">Page 25</p> <p>1 We use the space pretty broadly. 2 Q. And what social media platforms does 3 Comcast buy advertising space on -- or I should 4 say advertising inventory? 5 What -- let me start over. 6 What social media platforms does 7 Comcast purchase advertising inventory on? 8 A. The primary platforms we work with 9 today are TikTok, Meta, Twitter, or X I should 10 say, Snapchat, Nextdoor, Pinterest and Reddit. 11 Q. You said those are the primary 12 platforms. 13 Are there any others that come to 14 mind? 15 A. No. 16 Q. You mentioned video. Perhaps you 17 didn't mention video. 18 Does Comcast also purchase 19 advertising inventory on video platforms? 20 A. We do. 21 Q. Which ones? 22 A. Can I ask a clarifying question? 23 Q. Of course. 24 A. When you say "platforms," are you 25 referencing programmatic or the media space in</p>


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<p style="text-align: right;">Page 26</p> <p>1 general?</p> <p>2 Q. Why don't we start with</p> <p>3 programmatic, and then we'll -- and then you</p> <p>4 can answer as to more broadly.</p> <p>5 A. Okay. Video is -- I look at video</p> <p>6 in two ways.</p> <p>7 One is online video, which is much</p> <p>8 broader speaking, and we do a lot</p> <p>9 programmatically in the OLV space. DV360 is</p> <p>10 one of our primary partners in that space.</p> <p>11 We also buy connected TV inventory,</p> <p>12 like Hulu and others. We primarily use The</p> <p>13 Trade Desk for connected TV inventory.</p> <p>14 But we also do a lot of direct video</p> <p>15 buys with the likes of Peacock, sometimes Hulu,</p> <p>16 you know, other Amazon buyer, et cetera, that</p> <p>17 might have very specific inventory. YouTube.</p> <p>18 We work with a very large range of</p> <p>19 partners.</p> <p>20 Q. And you mentioned connected TV.</p> <p>21 Can you describe what connected TV</p> <p>22 is.</p> <p>23 A. Yeah.</p> <p>24 I mean, connected TV is just the</p> <p>25 ability to watch video directly through the ISP</p>	<p style="text-align: right;">Page 28</p> <p>1 That -- yeah, go ahead.</p> <p>2 A. Digital video, no.</p> <p>3 As I mentioned, we have programmatic</p> <p>4 and some direct buys, but the video definition</p> <p>5 is a little broad.</p> <p>6 Q. Okay. And explain what else is in</p> <p>7 that video definition then too.</p> <p>8 A. So it would be online video, as I</p> <p>9 mentioned, but as well as any inventory we buy</p> <p>10 through the connected TV or OTT partners would</p> <p>11 probably be the two things that I would say</p> <p>12 their for digital video.</p> <p>13 On social, there is video with</p> <p>14 social as well, but we don't necessarily</p> <p>15 consider it like for like.</p> <p>16 Q. Are there any channels -- you</p> <p>17 mentioned the word "channels."</p> <p>18 Does all of these different means of</p> <p>19 purchasing advertising inventory, all of these</p> <p>20 different ways that Comcast reaches its</p> <p>21 potential customers, are there any channels</p> <p>22 that we haven't discussed already?</p> <p>23 A. No.</p> <p>24 Q. And is it fair to say that Comcast</p> <p>25 purchases advertising across a wide variety of</p>
<p style="text-align: right;">Page 27</p> <p>1 delivery on your set top box and/or mobile</p> <p>2 device.</p> <p>3 Q. And what is -- I've seen the acronym</p> <p>4 "OTT."</p> <p>5 What does that stand for?</p> <p>6 A. Over the top.</p> <p>7 So very similar in terms of delivery</p> <p>8 of the inventory. Unlike online video would be</p> <p>9 a wide range of call it, you know, pre-roll or</p> <p>10 mid-roll video on a website, say</p> <p>11 foodnetwork.com. Before watching a video clip,</p> <p>12 we might deliver a pre-roll ad on</p> <p>13 foodnetwork.com versus the inventory with OTT</p> <p>14 and connected partners are more, I'd say, TV</p> <p>15 like programming with your more long form or</p> <p>16 episodic content, like on Hulu or Peacock.</p> <p>17 Q. And we've been talking about</p> <p>18 programmatic -- about Comcast programmatic</p> <p>19 purchases on video.</p> <p>20 Are there other sorts of video at --</p> <p>21 other sorts of advertising inventory that we</p> <p>22 would classify as video that Comcast purchases</p> <p>23 not programmatically?</p> <p>24 A. That purchases programmatically, no.</p> <p>25 Q. Sorry. Not programmatically.</p>	<p style="text-align: right;">Page 29</p> <p>1 channels?</p> <p>2 A. Yes.</p> <p>3 Q. Why does Comcast do that?</p> <p>4 A. When you think about our category</p> <p>5 that we operate in around broadband and video,</p> <p>6 and so data on either the consumer side with</p> <p>7 XFINITY and XFINITY Mobile or the business side</p> <p>8 with Comcast Business, you know, our ability</p> <p>9 and our need to drive acquisition at a high</p> <p>10 reach/low cost sort of balance is critically</p> <p>11 important.</p> <p>12 We reach customers that are</p> <p>13 obviously having wide set of media consumption</p> <p>14 behaviors who are engaging with TV, you know,</p> <p>15 watching programs on television and they're</p> <p>16 also watching programs on their mobile devices</p> <p>17 or surfing the web or paying, you know,</p> <p>18 attention to folks on social media. Their</p> <p>19 activities are quite broad, and our customer</p> <p>20 base and/or our prospect base is also quite</p> <p>21 broad.</p> <p>22 So looking at all of the channels</p> <p>23 together for the volume and scale in which we</p> <p>24 drive is critically important.</p> <p>25 Q. Great.</p>

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<p style="text-align: right;">Page 30</p> <p>1 MS. DEARBORN: Mr. Greenbaum, can</p> <p>2 you please put Tab 15 in the exhibit share.</p> <p>3 (Exhibit 2, E-mail dated 5/16/18,</p> <p>4 COM-00062160-61, marked for identification.)</p> <p>5 Q. Let's see if this goes a little</p> <p>6 smoother this time.</p> <p>7 While that's coming up into the</p> <p>8 exhibit share, you mentioned that Comcast</p> <p>9 reaches customers that have a wide of set of</p> <p>10 consumption behaviors. They're engaging with</p> <p>11 TV and surfing the web, et cetera.</p> <p>12 Can you elaborate a little bit more</p> <p>13 on that.</p> <p>14 Does Comcast reach the same</p> <p>15 customers through multiple channels?</p> <p>16 A. Yes.</p> <p>17 I mean, it would be -- I think if</p> <p>18 any one of us looked at our own media</p> <p>19 behaviors, we don't just engage with one media.</p> <p>20 Q. All right. I think Tab 15 is in the</p> <p>21 chat -- or it's not in the chat. Sorry. It's</p> <p>22 in exhibit share.</p> <p>23 We'd like to mark as Comcast 2 a</p> <p>24 document bearing Bates No. COM-00062160.</p> <p>25 Do you have that document in front</p>	<p style="text-align: right;">Page 32</p> <p>1 A. I do.</p> <p>2 Q. So does this document describe</p> <p>3 the -- Comcast's business in terms of its media</p> <p>4 approach as of about May of 2018?</p> <p>5 A. Yes.</p> <p>6 Q. Okay. So on the first page under</p> <p>7 No. 2, Mr. Intermaggio writes: "We have</p> <p>8 shifted our spend heavily to digital, now</p> <p>9 spending approximately 35 percent of our total</p> <p>10 dollars in digital, inclusive of search,</p> <p>11 display and online video."</p> <p>12 Do you see that?</p> <p>13 A. I do.</p> <p>14 Q. When we mentioned digital -- digital</p> <p>15 advertising inventory earlier, you also</p> <p>16 included a variety of other sorts of inventory</p> <p>17 in your answer, such as social, digital, out of</p> <p>18 home, et cetera.</p> <p>19 Can you please explain that a little</p> <p>20 bit more.</p> <p>21 Why -- has the category of digital</p> <p>22 expanded since 2018?</p> <p>23 MR. GEIGER: Object to the form.</p> <p>24 Sorry.</p> <p>25 Q. I'll rephrase.</p>
<p style="text-align: right;">Page 31</p> <p>1 of you, Ms. Kozlowski?</p> <p>2 A. I do, yes.</p> <p>3 Q. Do you recognize this document?</p> <p>4 A. Yes, I do.</p> <p>5 Q. What is it?</p> <p>6 A. This is an e-mail exchange from my</p> <p>7 boss at the time, Peter Intermaggio, to myself</p> <p>8 and others on my team related to our approach</p> <p>9 to media back in 2018.</p> <p>10 Q. Was this e-mail prepared in the</p> <p>11 ordinary course of business for Comcast?</p> <p>12 A. I'm sorry. Can you repeat that.</p> <p>13 Q. Sure.</p> <p>14 Was this document -- was this e-mail</p> <p>15 prepared in the ordinary course of business for</p> <p>16 Comcast?</p> <p>17 A. Yes.</p> <p>18 Q. Okay. And it describes -- in the</p> <p>19 first paragraph, Mr. Intermaggio writes: "If</p> <p>20 Dana or Rick, Dave, Brian, division presidents,</p> <p>21 asked me in the elevator to describe our media</p> <p>22 approach, I would say the following."</p> <p>23 And then it is -- then there's a</p> <p>24 variety of points.</p> <p>25 Do you see that?</p>	<p style="text-align: right;">Page 33</p> <p>1 Please can you explain a little bit</p> <p>2 more how the category of digital inventory has</p> <p>3 changed during your tenure at Comcast.</p> <p>4 A. Yes.</p> <p>5 First, I would say I didn't</p> <p>6 reference search, as I don't oversee search.</p> <p>7 That's not in my agreement, so it's not</p> <p>8 something I'm speaking about today.</p> <p>9 As it relates to digital out of home</p> <p>10 and online audio, those are two areas or</p> <p>11 tactics digitally that have grown over the</p> <p>12 course of time and are now available to trade</p> <p>13 and manage programmatically, whereas in 2018</p> <p>14 they were not as prominent in the programmatic</p> <p>15 space to trade and buy that way.</p> <p>16 Over the course of time, we</p> <p>17 continued to sort of shift and optimize our</p> <p>18 media mix and our tactics in order to better</p> <p>19 reflect consumer consumption behaviors as well</p> <p>20 as performance of our media in terms of</p> <p>21 contributions to driving sales.</p> <p>22 And so as we continued to invest</p> <p>23 more digitally, our growth has also allowed us</p> <p>24 to see better performance overall and allowed</p> <p>25 us to optimize.</p>

<p style="text-align: right;">Page 34</p> <p>1 As a planner, I could say that I</p> <p>2 would categorize online audio as a part of</p> <p>3 radio or digital. It is the digital execution</p> <p>4 of what was traditionally a broadcast only</p> <p>5 channel. So I think that there could be</p> <p>6 various classifications to that.</p> <p>7 But the execution and management of</p> <p>8 the inventory has significantly grown since</p> <p>9 2018, allowing advertisers to better -- to</p> <p>10 better manage and show up in places at scale in</p> <p>11 a more efficient way than doing direct buys</p> <p>12 only.</p> <p>13 Q. And this document references</p> <p>14 display.</p> <p>15 I don't believe we've talked about</p> <p>16 display yet.</p> <p>17 Can you please describe what display</p> <p>18 ads are.</p> <p>19 A. Yes.</p> <p>20 Display ads are static banner ads</p> <p>21 that are served across a multitude of websites</p> <p>22 in which Comcast, we primarily trade</p> <p>23 programmatically when it comes to display.</p> <p>24 Q. And has the relative importance of</p> <p>25 display ads within the digital category changed</p>	<p style="text-align: right;">Page 36</p> <p>1 foundation.</p> <p>2 MR. LYNCH: Please answer.</p> <p>3 THE WITNESS: That is correct.</p> <p>4 BY MS. DEARBORN:</p> <p>5 Q. And how has the importance of</p> <p>6 display ads for Comcast changed since 2018 as</p> <p>7 compared to other channels?</p> <p>8 A. It hasn't changed that much other</p> <p>9 than it still is one of our highest invested</p> <p>10 programmatic tactics, as it continues to be one</p> <p>11 of our more efficient digital tactics.</p> <p>12 That's been fairly consistent, I</p> <p>13 would say.</p> <p>14 Q. Has the importance of social within</p> <p>15 the display category changed since 2018 in your</p> <p>16 view?</p> <p>17 A. The importance of social has</p> <p>18 changed, but not in context of display.</p> <p>19 Q. Okay. Can you explain the ways that</p> <p>20 the importance of social has changed for</p> <p>21 Comcast since 2018.</p> <p>22 A. As media consumption has grown and</p> <p>23 more people spend time on social platforms, it</p> <p>24 has become a reach vehicle for us to deliver</p> <p>25 our advertising.</p>
<p style="text-align: right;">Page 35</p> <p>1 since 2018?</p> <p>2 A. I wouldn't say the importance.</p> <p>3 I think it's dependent upon the</p> <p>4 advertiser.</p> <p>5 Q. Can you explain that a little bit</p> <p>6 more.</p> <p>7 A. Display ads, for us, are one of our</p> <p>8 more efficient cost per acquisition drivers.</p> <p>9 Again, we are a business that is</p> <p>10 trying to acquire new customers for Internet</p> <p>11 and video. Display performs well from us --</p> <p>12 for us from an efficiency standpoint in driving</p> <p>13 acquisition, so -- but that may not be the case</p> <p>14 for every advertiser.</p> <p>15 Q. And when you say "that might not be</p> <p>16 the case for every advertiser," what do you</p> <p>17 mean?</p> <p>18 A. Media performs differently in</p> <p>19 various categories against various audiences.</p> <p>20 Q. So one advertiser might have --</p> <p>21 might view display as an important part of</p> <p>22 their overall strategy, but another advertiser</p> <p>23 wouldn't.</p> <p>24 Am I understanding you correctly?</p> <p>25 MR. GEIGER: Objection to</p>	<p style="text-align: right;">Page 37</p> <p>1 The platforms themselves have also</p> <p>2 changed quite a bit and have truly evolved</p> <p>3 since 2018, delivering more opportunities for</p> <p>4 us to deliver our message in either the spoken</p> <p>5 unique ways or more as a reach play, but it has</p> <p>6 not displaced display.</p> <p>7 Q. And do you use any of Google's tools</p> <p>8 to sell advertising -- I'm sorry. Strike that.</p> <p>9 Do you use any of Google's tools to</p> <p>10 purchase advertising inventory on social media?</p> <p>11 A. Yes, I believe all of our social is</p> <p>12 trafficked through Campaign Manager.</p> <p>13 Q. What's Campaign Manager?</p> <p>14 A. It is our ad server that we use for</p> <p>15 all digital media.</p> <p>16 Q. Do you use DV360 to purchase</p> <p>17 advertising inventory on any social media</p> <p>18 platforms?</p> <p>19 A. No, we do not.</p> <p>20 Q. Do you use Google Ads to purchase</p> <p>21 advertising inventory on any social media</p> <p>22 platforms?</p> <p>23 A. No, we do not.</p> <p>24 Q. And can you please explain the</p> <p>25 difference between an ad server and a DSP.</p>

<p style="text-align: right;">Page 250</p> <p>1 Ms. Kozlowski, I would like to thank you very 2 much for your time today. 3 THE WITNESS: Of course. 4 MR. GEIGER: Thank you, 5 Ms. Kozlowski. 6 THE WITNESS: Thank you. 7 THE VIDEOGRAPHER: We are going off 8 the record at 4:12. 9 This concludes today's testimony of 10 Kristy Kozlowski. 11 Total number of media used was five 12 and will be retained by Veritext Legal 13 Solutions. 14 (Deposition adjourned at 4:13 p.m.) 15 16 17 18 19 20 21 22 23 24 25</p>	<p style="text-align: right;">Page 252</p> <p>1 Christopher Lynch Esq 2 Christopher.Lynch@davispolk.com 3 September 8th, 2023 4 RE: United States, Et Al v. Google, LLC 5 9/6/2023, Kristy Kozlowski (#6078882) 6 The above-referenced transcript is available for 7 review. 8 Within the applicable timeframe, the witness should 9 read the testimony to verify its accuracy. If there are 10 any changes, the witness should note those with the 11 reason, on the attached Errata Sheet. 12 The witness should sign the Acknowledgment of 13 Deponent and Errata and return to the deposing attorney. 14 Copies should be sent to all counsel, and to Veritext at 15 (erratas-cs@veritext.com). 16 17 Return completed errata within 30 days from 18 receipt of testimony. 19 If the witness fails to do so within the time 20 allotted, the transcript may be used as if signed. 21 22 Yours, 23 Veritext Legal Solutions 24 25</p>
<p style="text-align: right;">Page 251</p> <p>1 District of Columbia, to wit: 2 I, Stacey L. Daywalt, a Notary 3 Public of the District of Columbia, do hereby 4 certify that the within-named witness remotely 5 appeared before me at the time and place herein 6 set out, and after having been duly sworn by 7 me, according to law, was examined by Counsel. 8 I further certify that the 9 examination was recorded stenographically by me 10 and this transcript is a true record of the 11 proceedings. 12 I further certify that I am not of 13 counsel to any of the parties, nor an employee 14 of counsel, nor related to any of the parties, 15 nor in any way interested in the outcome of 16 this action. 17 As witness my hand and Notarial Seal 18 this 8th day of September, 2023. 19 20 21  22 Stacey L. Daywalt, Notary Public 23 My Commission Expires: 4/14/2026 24 25</p>	<p style="text-align: right;">Page 253</p> <p>1 United States, Et Al v. Google, LLC 2 Kristy Kozlowski (#6078882) 3 E R R A T A S H E E T 4 PAGE____ LINE____ CHANGE_____ 5 _____ 6 REASON_____ 7 PAGE____ LINE____ CHANGE_____ 8 _____ 9 REASON_____ 10 PAGE____ LINE____ CHANGE_____ 11 _____ 12 REASON_____ 13 PAGE____ LINE____ CHANGE_____ 14 _____ 15 REASON_____ 16 PAGE____ LINE____ CHANGE_____ 17 _____ 18 REASON_____ 19 PAGE____ LINE____ CHANGE_____ 20 _____ 21 REASON_____ 22 _____ 23 _____ 24 Kristy Kozlowski Date 25</p>